

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, OCTOBER 1, 1889.

No. 6.

## • Results •

Are the First Consideration of all Advertisers,  
FOR WHICH  
Circulation and Precedent=====  
=====Are a Sufficient Guarantee.

THE  
New York World,

WITH UNEQUALLED CIRCULATION AND WIDESPREAD INFLUENCE,	Printed Daily During the Last Six Months,	<b>344,656</b>
	During the same period of 1885,	<b>137,031</b>

**Gives Greatest Benefit to Advertisers,**

And no other Newspaper can Successfully Compete with it.

## The Strongest Evidence

IS FOUND IN THE <b>Ever-Increasing</b> <b>Demand for Space</b>	Number of Advertisements Printed During Eight Months of 1889, During the same period of 1885,	<b>454,538</b> <b>292,289</b>
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“The World” AND JUDICIOUS  
ADVERTISERS

ARE  
CONSTANTLY “Moving On.”



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## THE GROWTH OF ADVERTISING.

David Hume, the father of English political economy, was the first to demonstrate that the reciprocal law of supply and demand applied to all the subjects of commerce, and that there was no trade, profession, occupation, or calling in life exempt from its operation.

Thus : If A wants something which he cannot make himself, he will have to exchange the product of his own labor for it, or for money and purchase it; and, if B can make something or do something which he does not need himself, he will exchange it or sell it, and, if he does not know of a buyer, the advertisement in some form performs the office of finding one for him. This is the law in its most primitive and elementary form.

Let us now apply this law rigorously to the advertisement, which includes in its definition every form of publicity, sign, or device by which individuals or companies seek to make known their profession, trade, or calling, for either information, profit, or pleasure, at their own expense.

It has existed since the first rude settlements into communities for trading purposes, and antedates the newspaper in supplying the needs of mankind. It is founded on the necessities of human nature, while the newspaper originally came into existence as the product of a later civilization, to administer to our desire for general information. The advertisement grew and developed in the infancy of trade, and, like everything of sterling worth, it was a plant of slow growth. Authors were the first to avail themselves of its resources, and John Milton, one of the most honored names in English literature, was among the first to recognize its possibilities when he advertised

his panegyric on Cromwell. Theatrical amusements followed next, and public conveyance announcements show us the rude beginning of the present mail service in England. Next followed a large variety of the "lost-and-found" class; then it began to appear in the form of what is now known as "personal" advertisements, numerous samples of which can be seen in *The Tatler*, *The Spectator*, and other early publications. Many of these advertisements were written by Steele, Swift, Defoe, and others of less fame.

Swift, however, brought to its service that clear understanding and keen wit which still illustrates its vast possibilities when intelligently applied to any subject whatever.

The growth of the newspaper gave such a stimulus to education, and to the development of commerce, that the advertisement grew with the growth of trade.

Among the first business men who applied it on a large scale were the auctioneers, one of whom became pre-eminently known. His name was George Robins, one of the best writers of advertisements that ever lived.

A few proprietors of patent medicines soon appeared, and gave a still further impulse to the development of the advertisement, and demonstrated its almost inexhaustible resources; and a Mrs. Warren, of "Warren's Blacking" fame, boasted that she kept a poet to do her writing, intimating that Byron was the man. In the meantime, education and the newspaper press kept growing at a rapid rate. Tradesmen of various kinds commenced to test its suitableness to their various needs, and began to appreciate its plastic qualities, until we cannot name a science or useful art that does not now acknowledge its beneficial aid. —From the "Modern Advertisement," by John Manning and Arthur Mac-  
Owen.

### A CONNECTICUT EDITOR SPEAKS CONCERNING FOR- EIGN ADVERTISING.

At the convention of the Connecticut State Press Association, held at Windsor on Sept. 16th, Mr. N. W. Kennedy, editor of the *Windham County Standard*, delivered an address that contained many good ideas. We herewith reproduce several extracts from the essay:

The Good Book tells us that "man cannot live by bread alone." In like manner, the country newspaper cannot live by reading-matter alone. The only direct support of a newspaper, beyond subscriptions and sales, is through its advertisements.

What is a foreign advertisement? Literally, one obtained outside the regular field; specifically, one ordered by an advertising agent, a patent medicine concern or manufacturer. As a matter of fact, any ad. solicited or sent in from beyond a paper's circulation limits is foreign, or outside.

With foreign advertising, as in things generally, we are prone to look upon the dark in lieu of the bright side; to consider the disagreeable features rather than the redeeming. Were it not for foreign ads. what would the average country weekly do during the dull months, when many local advertisers (who economize at a time when they should advertise fully as much as usual, if not more) withdraw their announcements until the busy season arrives? Figuring on the principle of dollars and cents, which is the better, to insert foreign ads. (the number of which exert a comparative influence in the town you live), and thus have a revenue with which to "help out" in the dull months and not wholly objectionable in the lively ones, thus being able to print both sides of your paper from type or the use of some plates, or not accept but a few foreign ads. and be obliged to use ready-prints? I for one prefer to control my ads., and if any stereotype matter is needed to select such columns or articles of reading-matter as I choose. And the preference of such plates as one wants to patent-sheets with or without advertising, is self-evident. The foremost metropolitan dailies, magazines and the numberless periodicals of the world—religious as well as secular—run foreign ads. of almost every description and give them location anywhere from "alongside and following pure reading-matter" to "top of column on first page." And I am sure struggling country publishers cannot refuse concessions which the richest editors grant. If you disagree with them in politics the foreign advertisers do not refuse to settle or withdraw their patronage. Foreign ads. may not bring forth free railroad passes as time-table ads. do from railroad corporations, but they often help wonderfully as whole or part payment in the purchase of almost every conceivable article, useful and ornamental.

Are the prosperous and influential papers the ones that croak about the "nuisance" of foreign ads.? No. Publishers are free moral agents in considering propositions, and if they accede to what they should not no one but themselves is to blame. Foreign ads. are very important in the growth and enlargement of the average country newspaper. Foreign advertisers bring money into town by advertising for themselves and different merchants at the same

time, and take money out of town no more than local dealers do when purchasing wholesale supplies in the city. Foreign ads. assist storekeepers very much at times by appending their names as agents. Further than this, they stimulate home advertisers to increased action. If advertisers in Worcester, Boston, New York, Chicago, Philadelphia, London, and other cities of the world reap satisfactory benefits at so great a distance, local patrons cannot reasonably doubt its efficacy.

The character of foreign ads.—and local ones, too—arrests attention and appeals to the heart. Distinguished journalists write that in editing as much depends upon what to omit as what to put in. The advice yields no less significance relative to ads. The utmost care should be exercised with regard to the admission of foreign ads., though just where to draw the line involves fine discretionary power. The religious publications dwarf one's logical sensibilities here, for if they accept almost every conceivable kind of foreign ads. with immunity and apparent avidity, why not the secular press? And if the daily press do, why not the weekly? In this connection, let me ask what is meant by objectionable advertising, such as is fit for Christian homes, into which most of the country papers go? The religious press advertise "quack" medicines and schemes, temperance papers publish pop-beer extracts and bitters, and the metropolitan and cosmopolitan journals print them all, together with cigars, snuff, tobacco, etc.

### FALSE CIRCULATION STATEMENTS.

That hoary evil of the counting-room, false statements of circulation, furnishes the loudest demand for the services of the advertising agent, and at the same time the colossal obstacle in the way of business coming from the foreign advertising field. \* \* \* In the whole range of the world's wide commerce, advertising space is the only commodity which refuses the purchaser test proof of the measure given. The incontrovertible right of the advertiser to know the exact measure of his purchase, in circulation, is no less than the publisher's right to know the weight of print paper which he gets from the mill. The eternal equities involved are too fundamental for offer of proof without insult to intelligence. Shall the press become the swift Nemesis on the track of fraud, for the detection and exposure of the practice of obtaining money under false pretences, and not condemn in its own ranks the common practice of receiving money on a claim of sometimes double and treble the circulation really possessed? No reform is more sure and few more rapid of pace than this, and the newspaper which refuses to fall in or opposes its progress can do itself no greater wrong.—*W. J. Richards, of Indianapolis.*

DR. PIERCE'S GOLD MINE.

HE WRITES A LETTER IN WHICH HE  
ASSERTS THAT THE COMPANY IS  
ALIVE AND SOLVENT.

BUFFALO, N. Y., Sept. 29, 1889.

To the Editor of PRINTERS' INK :

DEAR SIR.—Your esteemed favor of 27th inst. received. There is little to be said with respect to the Big Bend Enterprise that is not covered in my Bulletin No. 11, which I enclose herewith, and in my letter to the *Courier* of this city, which I also enclose. The Big Bend Tunnel and Mining Co. has not "collapsed" as the exaggerated reports would make it appear, but is perfectly solvent. Nor does the failure to make its mining operations pay a profit, in any way, affect the financial strength of the Worlds' Dispensary Medical Association.

While I am personally none the less grateful to my friends of the press for the many expressions of sympathy that I have received from them through a perfect shower of private communications, in which I am offered unlimited amounts of advertising, on easy terms, to keep me out of my supposed financial embarrassment, I am, at the same time, happy to say that it is not at all necessary that I should take advantage of these many kind offers. For while I have a very large amount invested in Big Bend, I never permit myself to have so many eggs in one basket, as to affect me seriously should any one of the receptacles get smashed. So, while very thankful to be able, through your valuable little paper, to return my acknowledgements for the many kind expressions and offers of aid received from publishers, yet I am also gratified to be able to say that the Worlds' Dispensary Medical Association was never stronger, financially, than it is to-day, notwithstanding the exaggerated reports given circulation through the various press associations.

Very respectfully,

R. V. PIERCE.

The Buffalo *Courier* construed Dr. Pierce's "Bulletin No. 11," issued to the stockholders of the company on Sept. 21st., to mean that said company had burst, and upon the strength of that supposition published a statement that such was the case.

Upon the publication of this article

Dr. Pierce sent the following letter to the *Courier* :

To the Editor of the *Courier* :

DEAR SIR.—I have to complain of the very unfair construction which you have placed upon certain statements made by me, as President of the Big Bend Tunnel and Mining Company, to its shareholders. There is nothing in those statements, as you will see from a copy enclosed herewith, to warrant your statement made in this morning's issue, that the said company has "collapsed."

The facts are, that the Big Bend Tunnel & Mining Company has at all times, and is at present, paying one hundred cents on every dollar of its indebtedness, and expects to continue to do so in the future. The Company own some 4,000 acres of valuable lands, and besides possess valuable rights and franchises. In fact, many people residing in the vicinity of its works estimate that the tunnel and dams constructed are worth every cent they have cost, to be utilized for the purposes of irrigation. It may be further stated that the advantages that such works would afford, in controlling valuable water privileges for irrigation, was a part of the original consideration in undertaking their construction.

Very respectfully yours,

R. V. PIERCE.

The *Courier* printed this letter in its next issue, with a remark that "in all fairness to Dr. Pierce, the Company's stockholders and the public generally," they reproduced the bulletin, which is here given, in substance, as follows:—

BULLETIN NO. 11.

OFFICE OF THE

BIG BEND TUNNEL AND MINING CO.,  
Of Buffalo, N. Y., and Big Butte Co., Cal.,  
No. 663 Main Street, Buffalo, N. Y.  
Sept. 21, 1889.

To the Shareholders :

In response to many inquiries, we address you to state that, since the issue of Bulletin No. 10, September 20, 1888, there has been no material change in the prospects developed by our mining operations last year at Big Bend. The vast quantity of boulders that were uncovered completely handicapped our operations and made them so expensive as to prevent the realization of a profit. In fact in view of the adverse developments of last season's work, and the further experience of this season, it is doubtful if our mines ever can be worked at a profit; certainly not at present prices of labor, nor unless some more economical method may hereafter be invented for handling the vast quantity of large boulders which exist in the river-bed. Our operations have demonstrated the fact that there is a vast quantity of gold in our "claims," but in the face of the obstacles mentioned, it seems to be impossible to extract it at a profit. The total output from our mines last season was \$17,832.33. This did not pay the cost of actual mining operations. Some of the ground worked was quite rich, and everywhere gold was found to exist in sufficient abundance to have paid largely but for the unexpected obstacles encountered.

The adverse developments of last season did not encourage us to mine on a large scale this year. We have, however, been employing from 15 to 25 men in working a piece of ground near Huff's Bar.

For the month of August, 1889, the output from this ground was about \$2,500, the exact

returns not yet being at hand. The output was increasing somewhat at the date of the last reports received (about \$2,600 having been taken out in 14 days), yet it is doubtful if we shall be able to do much better than pay expenses this season. The ground, while rich, does not prove to be as free from boulders as we had hoped.

Our determination has been to leave nothing undone that could possibly place our mines on a paying basis.

But after all our efforts, and much as we regret to acknowledge the fact, yet we are quite prepared to admit that we at present see no prospect of realizing our former expectations with respect to these mines. We have been defeated by no fault in the management, but by the existence of unfavorable conditions which could not possibly have been foreseen or supposed to exist, and which were only disclosed when the mines were fully opened up by our excavations in the bed of the river.

BIG BEND TUNNEL AND MINING CO.  
R. V. PIERCE, President.

### WHY DO THEY ADVERTISE?

The man who conducts his business on the theory that it doesn't pay, and he can't afford to advertise, sets up his judgment in opposition to that of all the best business men in the world. With a few years' experience in conducting a small business on a few thousand dollars of capital, he assumes to know more than thousands of men whose hourly transactions aggregate more than his do in a year, and who have made their millions by pursuing a course that he says doesn't pay.

If advertising doesn't pay, why is it that the most successful merchants of every town, large and small, are the heaviest advertisers? If advertising doesn't pay, who does the most business? If it doesn't pay to advertise, why do the heaviest business firms in the world spend millions in that way? Is it because they want to donate those millions of dollars to the newspaper and magazine publishers, or because they don't know as much about business as the six-for-a-dollar "store-keepers" in a country town, who says money spent in advertising is thrown away, or donated to the man to whom it is paid? Such talk is simply ridiculous, and it requires more than the average patience to discuss the proposition of whether advertising pays or not with that kind of a man. His complacent self-conceit in assuming that he knows more than the whole business world is laughable, and reminds us of the man who proved that the world doesn't revolve by placing a pumpkin on a stump and watching it all night.  
—Princeton Exchange.

### A POLITE NEGATIVE.

We have received a proposition from a Chicago firm dealing in "lung protectors," asking us to insert an advertisement and to take our payment in "lung protectors." We should be very glad, indeed, to accept this liberal proposition, but, unluckily, we have always been cursed with very strong lungs. We can't do it, gentlemen. We have no possible use for your lung protectors. We cannot have them fried in batter and served at our mealeary as buckwheat cakes; neither can we use a couple of them as ear muffs, as we might if we came from St. Louis. We cannot wear a lung protector on our watch chain as a charm, nor can we make our fiancée a present of a lung protector, sending with it a tender and appropriate verse, wishing her many happy returns of the lung fever. We might have the lung protector embroidered with an appropriate motto, like "God Bless Our Bronchial Tubes," and hung in our old-gold *boudoir*; but the objection to that is that we already have a superfluity of such adornments. You may suggest that we use your "lung protector" to patch our winter garments, through the interstices of which the chilly blasts from the lake will ere long whistle shrilly; but we cry you mercy, and whisper to you "Nay, nay." Our winter garb is in shade a cross between "elephant's breath," "London smoke," and "spoiled banana," so a red-flannel "lung-protector" patch on this background of a neutral tint would, as it were, mar the artistic homogeneity and produce a Verestchagin effect, of which we will have none. Ah! say you, we might traffic in your "lung protectors." True; but how are we to announce to the public that we have given up the newspaper business and gone into the "lung-protector" trade? We cannot sandwich ourselves between two of the articles and perambulate the thoroughfares as an advertisement, not without compromising our dignity. No, gentlemen; the best we can do for you is to try our utmost to weaken our lungs, in order that we may have some use for your valuable goods. We strive to please, and we will run all manner of risks in order to bring ourselves to a delicate state of health, in which a "lung protector" will be an absolute necessity. When we have become a shattered invalid, come to us with your advertisement, and we will make a deal with you. Until then we cannot help you, and you must be content with hanging out your "Auld Lung Sign"—you know the song, of course—over your door, thereby enlightening the wheezy public as to the merits of your "lung protector." We have on hand at present seven gross bottles of insect eradicators, 200 cans of baking powder, one oriole watch, three dozen tin cuspidors, and a due bill for \$15 worth of treatment for the opium habit, and heaven only knows what we are going to do with the stuff.—America.

A successful, business-like publisher consigns to the waste-basket such proposals as the editor here comments upon; or, better still, writes to the advertiser giving his cash rates in few but well-chosen and respectful words.

The man who devotes so much attention, even in a humorous vein, to a proposition which he cannot and ought not to accept, is very near ac-

cepting. His closing paragraph shows that he often has accepted such.

He is the sort of man to whom it will pay to offer cats and dogs for advertising space.

He'll accept the next offer.

"The puzzled Briton has at last found out why American illustrated magazines are better than English," says Mr. G. W. Smalley, in the *N. Y. Tribune*. "It is because the American Post-office is wiser than the British, and American facilities for distributing magazines by post are so much superior to the British. In short, English rates are 300 per cent higher than American. 'Harper's, Scribner's and The Century,' says the puzzled Briton, airing his British grievances in print, 'invade our British markets by the favor of the British Postmaster-General.' Yet he concedes that these magazines give better value for the money than their English rivals."

#### LAZY BUSINESS MEN.

B. L. Hoard, writing to the *National Journalist*, says: "Patrons of every kind of business have a right to demand that business men use means convenient to such patrons to inform them of what is for sale. We have solicited advertisements enough to know that quite often business men would advertise largely if they were not too lazy mentally (and they know it, too,) to work their advertising space and get the legitimate benefits. A \$100 advertisement well attended to will make a difference of from \$1,000 to \$2,000 in the gross receipts of a concern doing, say, \$10,000 worth of business a year. In many places of 3,000 inhabitants there are merchants doing double this amount of business in that time. But with the average mercantile profit of 25 per cent., a difference of only \$400 in the gross receipts would return the \$100 to the advertiser's pocket. So that it is clearly not only slightly a matter of dollars and cents paid the newspaper that raises a wall between two that should come together, but rather a mental laziness that beclouds the brain of many otherwise capable business men, and instead of keeping even with the times, or a little ahead, they merely drift along, sometimes pretty close to the rear."

#### CATCHWORD DISPLAY.

Below is reproduced an advertisement that is given as being a fair example of its class:



#### MARRIAGES

are frequent at this season of the year, but they would be more so if young men would be wise enough to provide for the future. Mistakes

#### ARE MADE

in not looking ahead and securing a home before the wedding, more particularly as bargains in Real Estate are now so cheap. Jere. Johnson, Jr., 60 Liberty St., New York, and 393 Fulton St., Brooklyn, has

#### IN

Lefferts Park, near Brooklyn, and on the Stoothoff-Paulson Farm, adjoining aristocratic Morris Park, desirable house lots at \$175 and upward, payable in monthly installments of \$10 and \$20. Living in your own home in this locality, you will think you have found on earth a

#### HEAVEN.

The displayed lines, it will be seen, form both a popular proverb and a coherent sentence bearing some relation to the matter contained in the smaller type. They are, also, interwoven with the rest of the text in a manner that does not disturb the sense of the advertisement nor detract from its business-like language.

THE majority of intelligent purchasers realize their indebtedness to advertising for much of the valuable information which they possess about the qualities, varieties and special features of the goods which they purchase. The merits or distinctive points of the article are concisely and intelligently presented, and if they feel the need of such an article they naturally ask their dealer to show it.—*Table Talk*.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. Back numbers cannot be supplied.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

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NEW YORK, OCTOBER 1, 1889.

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WHERE advertisers in country newspapers propose to deal directly with the readers of those journals, by filling their orders through the mail, they should explain carefully how money can be remitted, and how the goods are to be sent, and should never fail to make it plain that the customer can rescind his order if the goods are not approved.

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MANY advertisers do not understand why custom cannot be directly traced to the source where they expended their money to obtain it. Business is like a river with many tributaries, and in which it is impossible to trace every individual drop of water to the spring from whence it came. Temporary advertisements in a small way will not produce an immediate or permanent increase of business, any more than a light shower will affect the depth of water in a well.

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THE merchant who keeps his name and business constantly before the public eye is bound to realize the beneficial effects of so doing. People will feel, in one sense, acquainted with him, and his name will naturally occur to them when they need his wares. In these busy times people do not care to hunt up the man who has goods for sale; they prefer, rather, to go where their attention is called, and then if they find the goods as represented the foundation of their future patronage is laid.

THE country publishers at their summer conventions devote considerable time to the discussion of how to obtain and maintain better advertising rates. Various suggestions are made; discounts to agents are reduced; rates are proposed to be advanced and strictly adhered to; and other radical changes are recommended. One reading the reports of these meetings would be led to infer that the demand for advertising space is greater than it really is. The amount of floating advertising patronage, however, is always so much less than the demand for the same that most publishers find it necessary to compete for it by a system of discounts and commissions. To some extent the greater papers give these. It is the small country publisher with inadequate home support who most continually complains of "low rates":—and naturally so; because it is those of his class that habitually grant the greatest discounts, and enter into competition the most excessive and ruinous. A Connecticut editor who addressed the State Press Association on this very subject at its meeting at Winsted, Sept. 16th, 1889, said:

Advertising, like any class of merchandise, has a marketable value, and as with anything else that must be sold its price is regulated by the law of supply and demand. When our manufacturers and agriculturists cannot sell their products at home, they find a market elsewhere; and if a merchant carries over a large stock of goods, or has more on hand than are wanted, he announces a mammoth slaughter in prices—sometimes a 50 per cent. reduction. In like manner a publisher's columns are his stock-in-trade, and provided he has a surplus of space to dispose of, with no demand for the same at home, he is compelled to find customers wherever he can, and on the most advantageous terms under the circumstances. If there is a superfluity of room, then, any editor is justified in contracting the service at less rates than he would or could were there a pressure of ads. The opportunity may be embraced by local as well as foreign advertisers. Are foreign advertisers at fault for offering low rates one whit more than publishers are for accepting? In business as in moral conduct, if a person ask you to do that which you should not, ought you to yield simply on account of being asked? Have you not noticed that quite frequently the papers condemning foreign ads. have not a combined circulation large enough to warrant fair prices for advertising? Have you not observed, too, that they accept every proposition they do happen to get? My opinion, public and private, is that when publishers accept starvation rates and then "kick," they themselves are the ones who mostly deserve to be kicked—into innocuous desuetude.



## News and Notes.

The *Daily Graphic*, of New York City, the only illustrated daily newspaper in the world, has suspended publication.

John Reed, formerly the managing editor of the *Times*, has come back to New York as managing editor of the *Herald*.

Bridgman, Birmingham & Co., of Broadway and Wall Street, have ceased to be Special New York Agents for the Troy (N. Y.) *Times*.

Mr. Thos. H. Evans, advertising manager of *Judge* for the past four years, has assumed the management of the Eastern office of the San Francisco (Cal.) *Chronicle*.

A new one-cent daily German paper, the *Abendpost*, has appeared in Chicago. Mr. F. Glogaver, formerly of the Cleveland *Anzeiger*, is manager and editor-in-chief.

Lloyd Bryce, who succeeded the late Allen Thorndike Rice as editor of the *North American Review*, announces that he has become sole proprietor of the *Review* and will conduct it on its already established lines.

*To-Day*, a bright little weekly of New York City, has given up the ghost after an existence of about seven months. The paper kept up its claim of "Guaranteed Circulation, 59,000," to its very last issue.

The *Celestial City*, a weekly journal published in New York, in the interest of Spiritualists, claims to have as contributors to its columns, U. S. Grant, George Washington, Queen Elizabeth, Horace Greeley, Benjamin Franklin, Abraham Lincoln, William Shakespeare and other equally dead and distinguished personages. Their contributions are received by "occult telegraph," whatever that may be.

The new building erected for Rand, McNally & Co., of Chicago, is probably the largest and most complete building ever erected exclusively for the printing and publishing business, says *The Writer*. It has ten stories and a basement, covers an area 150 by 165 feet, and its framework is entirely of steel. Its owners are so confident of its fireproof qualities that they will carry no insurance. The building contains seven acres of floors, and there is glass enough in it to glaze the windows of one hundred dwellings of ten rooms each.

## THE SAN FRANCISCO

## Evening Bulletin,

ESTABLISHED 1853,

CIRCULATION, - 17,000.

Is the leading *Evening Journal* in circulation and influence west of the Rocky Mountains.

**It is Valuable to Advertisers**  
for the following reasons:

It has a long-sustained circulation among a prosperous class of readers, who have learned to appreciate its special value.

Every page contains fresh telegraphic or local news, affording every advertisement in its columns a good position.

## The Weekly Bulletin

CIRCULATION, - 20,000.

Is the largest and best weekly newspaper published in the West, and is in every respect a first-class Family paper. For rates and sample copy address

The Bulletin,  
SAN FRANCISCO.

Or F. K. MISCH, Eastern Manager,  
New York Office, - - - 90 Potter Building.

**THE NEW YORK PRESS;**  
Daily, Weekly and Sunday: The PRESS was first published Dec. 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS.**

**PATENTS PROCURED** by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

## VOLUME ONE

OF

## PRINTERS' INK

Bound in Cloth and Gold.

Will be sent, postage prepaid, for \$3.00.

The volume embraces the issues of an entire year.

The number being limited, an early application will be necessary. Address the Publishers,  
Geo. F. Rowell & Co., 10 Spruce St., N. Y.

**THE LEADING NEWSPAPER OF TEXAS.****THE  
FORT WORTH GAZETTE****DAILY, SUNDAY and WEEKLY.**

A medium of surpassing value, reaching as it does the well-to-do and intelligent masses.

**HIGH PRAISE**—One of the very leading advertisers in the land writes: "We congratulate you upon the admirable location you occupy in Texas, and the thorough manner in which you cover the field."



**MANY APPLICATIONS**—Another says: "We are in receipt of many applications for catalogues, with the information that they saw our advertisement in the FORT WORTH GAZETTE."

The expression is unanimous that THE GAZETTE, in addition to being the most widely read newspaper in Texas (present population over 2,000,000 people), is also the fairest, the ablest and the best.

**We invite your attention to the following very low Advertising Rates.**

**DAILY, Including Sunday:**

One time, - - -	per inch, \$1.50
Seven times, - - -	" 5.75
Fourteen times, - - -	" 9.25
Twenty-one times, - - -	" 11.90
One month, - - -	" 14.60
Twelve months, - - -	" 131.40

**WEEKLY,**

One time, - - -	per inch, \$2.40
Two times, - - -	" 4.00
Three times, - - -	" 5.60
One month, - - -	" 7.30
Twelve months, - - -	" 65.70

\*Twelve lines solid nonpareil make an inch. Less than one inch, if three lines or more, at pro rata rate. Three times a week, one-half of Daily rates; two times a week, one-third, and one time a week, one-fourth. Special positions, 25 to 100 per cent. extra.

THE GAZETTE is the leading newspaper of Texas. Located at Fort Worth, the greatest railroad centre of the South, St. Louis alone excepted, it is afforded distributing facilities far superior to those of any other daily in the State, and it has the LARGEST BONA FIDE CIRCULATION OF ANY TEXAS NEWSPAPER. It is the only daily that circulates in the Great Pan Handle Country on day of issue to any extent. Sample copies on application.

Soliciting your orders,

DEMOCRAT PUBLISHING CO.,  
FORT WORTH, TEXAS.

**S. C. BECKWITH,**

Eastern Agent,

48 Tribune Building, New York, and  
509 "The Rookery," Chicago, Illinois.

# OVER A MILLION!

## THE GREAT LEADERS OF THE LEADERS, ALLEN'S LISTS.

### POINTS.

**Guaranteed Circulation, commencing with October, 1889, issues over 1,000,000 copies each month.**

Advertising Rate for entire Combination, \$5.40 per Agate Line, each insertion.  
**Discounts** 5 per cent. for three months; 10 per cent. for six months; 20 per cent. for one year.

**Affidavit of Circulation of all issues furnished each Advertiser monthly**

### MY RATES ARE LOW.

The one time rate is but 54 cents per Agate Line, for each 100,000 circulation.

The three months' rate is but 51 3-10 cents per Agate Line for each 100,000 circulation.

The circulation of the periodicals of Allen's Lists is among the liveliest of the live people of the United States.

Fresh young blood is pouring into Allen's Lists all the time, and I confidently believe that in proportion to cost, they will, in future pay their patrons better than ever, even improving their own great record, which is known and admitted by nearly every intelligent advertiser in America, to be unparalleled and entirely unequalled.

### SOMETHING IMPORTANT AND RATHER INTERESTING.

**Guaranteed Circulation, over 1,000,000**

My periodicals reach the better classes of the masses in the villages and rural districts; it is there that the borrowing demand for such periodicals is known to be great. It is believed that the borrowing demand for the periodicals of Allen's Lists, each month exceeds

**250,000**

Total number of families reached, each month, by the periodicals of

Allen's Lists, over

**1,250,000**

### SOMETHING BROAD AND COMPREHENSIVE.

The homes situated in the Villages and Rural Districts of the United States, number less than 7,000,000. I claim that the periodicals of Allen's Lists reach 1,250,000 homes monthly. As more than 95 per cent. of the circulation of the periodicals of Allen's Lists is in the Villages and Rural Districts, I claim that each month they reach

### NEARLY ONE-FIFTH of the ENTIRE COUNTRY and VILLAGE POPULATION of the UNITED STATES.

Allen's Lists offer the most stable, comprehensive and valuable circulation in the United States, and the largest that is controlled and managed by a single house.

**All the periodicals of ALLEN'S LISTS go straight to the homes by mail.**

Sample copies are sent only to fresh, live, selected names, such as are not over from one month to three months' old, and from which all Duplicates are Always Sorted out.

### THE CIRCULATION of ALLEN'S LISTS is Proved Each Month.

Intelligent advertisers are well aware of the great difference which exists between "Guaranteed" circulation, and Guaranteed and Proved circulation. 100,000 "Guaranteed" circulation may not secure 10,000 and will not, as a rule, average 50,000. I have spent Two Million Dollars in advertising, and know whereof I speak. The Guaranteed and Proved circulation of over 1,000,000 each issue, of Allen's Lists, means Full Count, every month, all the year round.

### THE PERIODICALS of ALLEN'S LISTS REACH OVER 50,000 POST-OFFICES REGULARLY.

Allen's Lists, are always, not only alive, but ever fresh and strong.

*Forms close the 15th of each Month, prior to the date of the periodicals.*

**E. C. ALLEN,** Proprietor **Allen's Lists,**  
of  
**Augusta, Maine.**

# Saturday Globe,

UTICA, N. Y.

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**Circulation, - - - Over 200,000**

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UTICA, N. Y., July 12, 1889.

## DULL MONTHS' CIRCULATION RECORD.

June 8th,	- -	205,200
“ 15th,	-	265,536
“ 22d,	- -	224,462
“ 29th,	-	269,175
Total,	-	<u>964,373</u>

Average for four weeks, 241,093

The above is the number of papers printed and circulated on the dates specified.

W. T. BAKER, Publisher,  
*Saturday Globe.*

Sworn to before me this }  
12th day of JULY, 1889. }

THEO. B. DAVIS,  
Notary Public, Oneida Co., N. Y.

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A. FRANK RICHARDSON,  
SPECIAL AGENT,

13, 14 and 15 Tribune Building, N. Y.  
567 "The Rookery," Chicago.

**A. L. PRATT & CO.,**  
*Manufacturers of*  
**ROAD CARTS,**  
**Light Road and Runabout Wagons.**

---

KALAMAZOO, MICH., May 22, 1889.

Dictated by A. L. P.

MR. A. FRANK RICHARDSON,  
Advertising Manager,  
"American Rural Home."

DEAR SIR: With regard to your inquiry as to how advertising in the AMERICAN RURAL HOME has paid us, would say that we are very much pleased with the investment. From twelve insertions of our  $\frac{1}{2}$ -in. single column ad. we have received 497 inquiries to date, and the sales made are second to no publication on our list.

Yours very respectfully,  
A. L. PRATT & CO.

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**FLEMING MANUFACTURING CO.,**  
*Manufacturers of*  
**Improved Road-making Machinery.**

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FORT WAYNE, IND., February 21, 1889.

MR. A. FRANK RICHARDSON,  
Advertising Manager,  
"American Rural Home,"

No. 567 "The Rookery, Chicago, Ill.

DEAR SIR: It is with pleasure that we bear testimony to the use of the AMERICAN RURAL HOME of Chicago, Ill., and Rochester, N. Y., as among the many papers which we have used. We keep a record of each inquiry as near as we can trace it to any paper, and the

**AMERICAN RURAL HOME** has **LED**  
in the number of inquiries taking in consideration money invested, etc.

Yours very truly,  
FLEMING MANUFACTURING CO.

BROOKLYN HAS OVER 800,000 PEOPLE!

And a Great Many of Them

READ THE  
**Standard-Union**  
EVERY EVENING.

---

You Cannot Reach These Buyers  
Unless You

**ADVERTISE in the STANDARD-UNION.**

---

*The STANDARD-UNION contains all the features of a Complete Newspaper; under its new management its growth has been unprecedented, and its circulation is increasing faster than that of any other paper in Brooklyn.*

---

Rates are Based Upon Actual Value,

And Results Satisfy Advertisers.

THE  
Three Telegrams  
OF  
Known Circulation.

---

The combined weekly issue being

Over 242,000!

Covers all the interior Cities and Towns of the

STATE OF NEW YORK

And a very large portion of

THE STATE OF PENNSYLVANIA.

---

**Elmira Telegram, - - - 165,892**  
**Harrisburg Telegram, - 42,000**  
**Albany Telegram, - - - 35,000**

---

Read by

OVER ONE MILLION PEOPLE

Every Week.

---

A. FRANK RICHARDSON,

SPECIAL REPRESENTATIVE,

567 The Rookery, Chicago. 14 & 15 Tribune B'd'g, N. Y.



## Miscellanies.

"Are you going to deny that charge you made against me in yesterday's paper?" he thundered at the editor.

"No, sir!!!" thundered back the editor.

"That's right," he said, quickly, "if there is one thing I admire it is a man who sticks by his convictions."—*Time*.

"Well, I am glad that Rosalie's tastes are literary, and she is going to marry a man of letters."

"Yes, she's going to wed a sign painter."—*Programme*.

"Harvey was a great man," said a travelling man to an advertising agent.

"Who was Harvey?"

"Why, he discovered the circulation of the blood!"

"Did he?" replied the agent in a far away tone. "How many copies was it?"—*Merchant Traveler*.

"Are you doing much gardening, Miss Struckoyle?"

"No; not much. You see I have not yet got the proper stockings for such work."

"Got what?"

"The proper stockings—the rubber garden hose I see advertised in the papers."—*Time*.

City Editor—Well, did you get anything from Senator Dumbman?

Green Reporter—Yes, sir.

Editor—Sit down, then, and write it up.

Reporter—Do what, sir?

Editor—"Write it up. Didn't you say you had got something from him?"

Reporter—Yes, sir, a cigar.—*Drake's Magazine*.

"Mr. Anson, who is your favorite author?" asked a baseballist of the Chicago captain.

"Fielding," was the prompt reply.—*Printers' Circular*.

Old lady—I hope, my boy, you don't sell newspapers on Sunday?

Small newsboy (sadly)—No, mum. I ain't big enough to carry a Sunday edition yet.—*Harper's Bazar*.

A morning paper makes a big display heading over an article entitled "The President at Bath." This invading of privacy will have to be stopped before going too far, or the next thing in order will be "The President at Shampoo."—*Exchange*.

An advertisement extolling the virtues of a new make of infant's feeding bottle, winds up as follows: "When the baby has done drinking it must be unscrewed and laid in a cold place, say under a tap." Poor baby.—*Wayback Astonisher*.

De Ryter—Here is a joke I have brought you.

Editor (after reading it)—That is not a joke. But I say it is. I made it, and I ought to know.—*Toronto Grip*.

Stanzer—I'd like to know how to get this poem published. I've sent it to a dozen editors, but it's of no use.

Carper—You might put it in an envelope, leave it on your table and then commit suicide. All the papers would have it next day.—*Puck*.

Wife—Don't fail to insert an advertisement about poor lost Fido.

Husband—Fear not. [Exit.]

Wife (reads in paper the following morning)—"Ten dollars reward. Lost last Monday, a measly, hare lipped, cross-eyed old yellow pup, answering to the name of Fido. He has no tail, is wild with fleas, has a glass eye, and his whines would make a rhinoceros shudder. Knows how to bite. Fifty dollars reward if he is returned in a hearse." (Wife faints).—*The Epoch*.

Father—How is grandfather now?

Mother—Poor old gentleman, he's very low. His mind is still active, but he may go at any moment. Would it not be well to take Trotty in to say good-by to her grandpa?

(It is done. An affecting scene ensues.)

Grandpa (feebly)—Good-by, my darling. When you grow up and get to be an old, old woman, you may perhaps see published in the *Millennium Magazine* the poem that I wrote for it in my early boyhood. Oh, then waste a kindly thought on your poor old grandpa, who gave the best years of his life to waiting to see that poem in print.—*America*.

Canvasser—Can't I induce you to subscribe to this comic journal?

Smith—No, I get more papers now than I have time to read.

But we are offering special inducements. I don't want any chromos, or any premium of that sort.

We don't offer any chromos, but we pledge ourselves not to publish a joke about the Brown-Sequard elixir!

I'll take two copies.—*Texas Siftings*.

Blackband—I read in the paper yesterday that the body of an unknown man had been found in the lake and brought here. Can I see it?

Attendant at the Morgue—For what purpose?

Blackband—I have reason for believing that it may be the body of my brother.

Attendant—Was there any way in which you could identify him?

Blackband—Oh, there would be no mistaking him; he had an impediment in his speech.—*America*.

Customer—But if your "Esau Hair Inducer" is so infallible how does it happen that you are utterly bald yourself?

Barber—Oh, I stay so as an example of "before using." My assistant there, who has such a superb head of hair, stands for "after using."—*Puck*.

Mr. Phoneyman—Now that the attempt has been made to murder the Czar, isn't it a good time for me to get in that little joke of mine about the Emperor of Russia getting into his Czar-cophagus?

Managing Editor—Not unless you want to get into one of your own.—*Texas Siftings*.